

A Heroic Effort Is Now Being Made to Dispose of Our Enormous Big Stock In A Few Days

GOING OUT WITH A BANG

This Desperate Defying Dispensation of Bargains Will Save You Many Dollars!

OUT WITH A BANG

\$50,000 STOCK AT A GREAT SLAUGHTER

GREATEST SACRIFICE IN THE HISTORY OF LANCASTER COUNTY

READ! REALIZE! ACT! SAVE!

Public Notice!
Now Comes The Mighty Climax Sensation Positively No Goods Sold To Dealers
THESE ARE BUT A FEW OF THE MORE THAN 1000 BARGAINS WE Have For You

WAIT! WAIT! WAIT!
Paste This On Your Kitchen Wall And Then Wait For Our OPENING DAY OCTOBER 19th OUR PRICES TALK LOUD and LONG

REMEMBER THIS SALE OPENS THURSDAY MORNING, OCTOBER 19th, 1916
AND WILL CONTINUE FOR 56 DAYS ONLY! THIS IS FINAL!
OVER 1000 BIG

Thursday will be a memorable day in the history of Lancaster County, for upon that day, the men, women and children living in this city and vicinity will participate in what is destined to go down as the One Great Big Legitimate Merchandising Event of all time. The mighty stocks are doomed to frightful sacrifice. Never before has such a fierce and reckless disregard of original wholesale cost been ordered by the proprietors of this store. PRICES WILL BE SLASHED in a manner that will beggar description. This is not a ready-made sale of a lot of cheap stuff, misfits, skinned sizes and out-of-date styles; in other words, this is not a trash sale, but a clearance of our own dependable, reliable merchandise, at greatly reduced prices.

This is the nearest approach you can ever come to getting something for nothing in Up-to-Date, Seasonable Merchandise. A vivid exemplification of the actual facts and the actual conditions that will govern the disposal of all the stock for the next 56 BUSINESS DAYS, the incidents of other sales will be lost upon you when you are brought face to face with the most colossal, price-defying sale event ever urged upon the buying public. No matter what your circumstances may be, rich or poor, beg or borrow, you will find a wonderful money-saving opportunity, it may never come again. Run or walk, come by any means and benefit by our

NO MATTER HOW